



## "Skimming off the demographic cream."<sup>1</sup>

Gawker Media readers are 3.5x more likely to be 18–34, college-educated, \$100k+ earners than the web at large.<sup>2</sup>

Age								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
21+	<b>88%</b>	<b>95%</b>	<b>78%</b>	<b>87%</b>	<b>89%</b>	<b>96%</b>	<b>93%</b>	<b>93%</b>
<b>Total 18 – 34</b>	<b>72%</b>	<b>68%</b>	<b>89%</b>	<b>67%</b>	<b>62%</b>	<b>77%</b>	<b>80%</b>	<b>61%</b>
55+	2%	3%	0%	3%	5%	1%	0%	3%
45 – 54	5%	9%	0%	10%	12%	6%	4%	8%
35 – 44	18%	20%	6%	17%	20%	16%	15%	27%
25 – 34	41%	44%	43%	37%	36%	53%	48%	41%
18 – 24	31%	24%	46%	30%	26%	24%	32%	20%
Under 18	3%	0%	4%	3%	1%	0%	1%	1%

Gender								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
Male	92%	25%	92%	82%	97%	91%	4%	73%
Female	8%	75%	8%	18%	3%	9%	96%	27%

Education								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
<b>College+</b>	<b>61.0%</b>	<b>84.0%</b>	<b>45.0%</b>	<b>65.0%</b>	<b>63.0%</b>	<b>82.0%</b>	<b>76.0%</b>	<b>68.0%</b>
Post-Grad Degree	14%	23%	6%	17%	15%	21%	23%	19%
Post-Grad Work	6%	12%	4%	12%	5%	8%	13%	11%
College Grad	41%	49%	35%	36%	43%	53%	40%	38%
Some College	31%	14%	40%	28%	30%	15%	21%	26%
HS Grad	6%	2%	10%	5%	5%	2%	3%	5%
Some HS	2%	0%	5%	2%	2%	1%	0%	2%

Household Income								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
<b>\$100k+</b>	<b>26%</b>	<b>27%</b>	<b>13%</b>	<b>23%</b>	<b>29%</b>	<b>27%</b>	<b>18%</b>	<b>17%</b>
\$300k+	2%	3%	1%	1%	3%	2%	1%	1%
\$200k – \$299k	3%	5%	1%	2%	2%	4%	3%	2%
\$150k – \$199k	7%	6%	3%	7%	6%	6%	4%	4%
\$100k – \$149k	14%	13%	8%	13%	18%	15%	10%	10%
\$75k – \$99.9k	13%	15%	9%	11%	14%	15%	12%	13%
\$50k – \$74.9k	19%	16%	15%	20%	19%	22%	15%	18%
\$35k – \$49.9k	14%	13%	15%	11%	9%	12%	17%	16%
\$20k – \$34.9k	8%	10%	12%	11%	11%	8%	14%	14%
Under \$20k	10%	8%	19%	10%	5%	7%	13%	11%

Marital Status								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
Single	50%	53%	62%	46%	41%	51%	50%	49%
Shacked up	14%	18%	16%	13%	16%	10%	21%	12%
Hitched	30%	22%	17%	34%	36%	32%	23%	31%

Employment								
	GIZMODO	GAWKER	KOTAKU	LIFEHACKER	JALOPNIK	DEADSPIN	JEZEBEL	IO9
Full-time	71%	69%	53%	66%	72%	74%	63%	66%
Part-time	9%	10%	13%	9%	9%	9%	11%	12%
Unemployed, looking	5%	8%	14%	8%	9%	7%	9%	10%
Unemployed, not looking	3%	3%	2%	3%	2%	1%	2%	2%
Full-time student	12%	10%	18%	14%	8%	9%	15%	10%